

The Intelligencer.

Office 23 & 27 Fourteenth Street.

PUBLISHED BY J. CAMPBELL.

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Working an Audience—Practical vs. Theoretical.

In yesterday's issue we published an item from a neighboring paper complaining that one of the speakers at a recent temperance meeting had wearied the audience by an hour and a half's speech. This was certainly an unfortunate circumstance for the cause in which the speaker is enlisted. While deprecating indulgence of the passion for drink he was giving temperate scope to a penchant for speech making. This is a great drawback to many temperance meetings, the disposition of some one or two speakers to take up the time of the meeting by long winded harangues on points already worn threadbare. The success of the Murphy meetings has been in the direct opposite direction, viz: short, pointed and pithy speeches, full of practical experience, flayed as little as possible with long drawn moralizations over the exceeding sinfulness of rum selling.

The strength and power of a temperance speech is in the ability of the speaker to make his hearers realize how decidedly it is against their interest to contract the habit of drinking, by showing that a drink is in their pockets, their health and their capacity for useful employment; what a curse it is to their families; how it deprives them not only of physical comforts and luxuries, but also of mental, moral and social advantages; how apt it is to be transmitted as a habit from father to son, and, finally, how a few families thus can become the bane of a whole community.

The success of the Murphy meetings at Pittsburgh has been owing to the matter of fact, homely experiences of earnest reformed drinkers, who without the graces of oratory have stirred vast masses of people to the very depths of sympathy by their plain unvarnished stories. Whenever the movement falls into other hands than those which have thus given it its hold upon the masses, it will die down in public interest and become a tame and hum drum sort of an affair.

One of the most powerful temperance articles that we have seen published is a simple, short array of statistics from the last United States census, in which the practical writer, discarding the usual proxy routine of moralization, calls attention to the following suggestive and impressive figures. He showed that the amount of money spent in the United States for distilled spirits, brewed liquors, and imported and domestic wines is as follows:

It seems by the census of 1870 that there were 142,000 licensed liquor saloons in the United States, each having (estimated) 40 daily customers, making 5,680,000 drinkers, who, it is estimated, spent their money during the year in the following proportions:

Imported & domestic distilled and	\$1,841,000,000
Imported spirits	123,000,000
Imported wine	123,000,000
Imported beer	123,000,000
Domestic distilled and	123,000,000
Domestic spirits	123,000,000
Domestic wine	123,000,000
Domestic beer	123,000,000
Total	\$2,500,000,000

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